

PROJECT VS.

PRODUCT





PROJECT VS. PRODUCT

By playing this game, you visual the discussion of what makes project thinking different from product thinking. There is no good or bad. Value of this game is having the discussion on how product thinking can be more effective in delivering value in a complex domain.

1. Lay the cards on “project thinking” and Product thinking” on the floor horizontaly.
2. Lay the other orange cards vertically to create a table
3. Shuffle the rest of the cards
4. Explain the exercise and hand the shuffled cards to the participants and ask them to put it in the right column (project or product thinking)
5. Debrief and put the cards in the right positions and discuss them



Scrum Facilitators work globally with trainers in the Netherlands, United Kingdom, and Singapore. Our mission is to help professionals become awesome Scrum Facilitators by supporting Scrum Masters, Product Owners, Developers and Leaders. A Scrum Facilitator's work is based on Scrum Goals, Values & Principles. A Scrum Facilitator uses these aspects to support the effective use of Scrum in their organisation.

Scrum Facilitators are partners with **Scrum.org** and **ProKanban.org**. We design all classes to maximise the learning impact and student value. Our classes are highly interactive, industry relevant and an enjoyable learning experience. Each class has two certified, knowledgeable experts with extensive real-life experience.



PROJECT VS. PRODUCT

CHEAT SHEET

	Project Thinking	Product Thinking
Life Cycle	Once & Done	Ongoing evolution
Way of working	A plan broken down into smaller pieces	Achieving incremental goals
Reduce Risk	Upfront Analysis	Just-in-time resolution
Focus Area	Scope, time & budget	Customer focus
Governance	Follow the plan	Inspect & Adapt
Performance	Output driven	Outcome driven



PROJECT VS. PRODUCT



PROJECT THINKING



PROJECT VS. PRODUCT

PRODUCT THINKING



PROJECT VS. PRODUCT

The background of the slide is a solid orange color. In the center, there is a large, faint, light-colored graphic. It appears to be a stylized 'S' or a large letter 'A' that has been partially obscured or faded. Below this, the letters 'FA' are visible in a similar faded style. The word 'LIFECYCLE' is superimposed over this graphic in a bold, black, sans-serif font.

LIFECYCLE



PROJECT VS. PRODUCT

The background is a solid orange color. In the center, there is a large, stylized, light gray 'S' and a large, stylized, light gray 'FA'. A white lightning bolt is positioned behind the 'S'. The word 'RISK' is written in bold, black, sans-serif capital letters in the center of the image.

RISK



PROJECT VS. PRODUCT



FOCUS AREA



PROJECT VS. PRODUCT



WAY OF WORKING



PROJECT VS. PRODUCT

GOVERNANCE



PROJECT VS. PRODUCT

The background of the slide is a solid orange color. In the center, there is a large, stylized graphic. It features a large, light gray letter 'S' that is partially obscured by a large, light yellow letter 'F'. Below the 'F', the letters 'A' and 'N' are visible in a light gray, blocky font. The entire graphic is set against a white rectangular area that has a thick black border.

PERFORMANCE



PROJECT VS. PRODUCT

ONCE & DONE



PROJECT VS. PRODUCT

ONGOING EVOLUTION



PROJECT VS. PRODUCT

**A PLAN BROKEN
DOWN INTO
SMALLER PIECES**



PROJECT VS. PRODUCT

ACHIEVING INCREMENTAL GOALS



PROJECT VS. PRODUCT

UPFRONT ANALYSIS



PROJECT VS. PRODUCT

JUST-IN-TIME RESOLUTION



PROJECT VS. PRODUCT

SCOPE, TIME & BUDGET



PROJECT VS. PRODUCT

CUSTOMER FOCUS



PROJECT VS. PRODUCT

OUTPUT DRIVEN



PROJECT VS. PRODUCT



OUTCOME DRIVEN



PROJECT VS. PRODUCT



FOLLOW A PLAN



PROJECT VS. PRODUCT

INSPECT & ADAPT



PROJECT VS. PRODUCT